

## AMENDMENTS TO THE CLAIMS

1-25. (Canceled)

26. (Currently amended) A computer-based method for dynamically incorporating advertisements into a video game defined by gaming code that is executing on a game client system, comprising:

establishing a network connection to a game server;

establishing a network connection to an advertising server separate from the game server;

and

while the gaming code is executing and the game is being played:

receiving over ~~[[a]]~~ the network connection to the advertising server and storing on the game client system at least one advertisement, each advertisement having a content and at least one advertisement attribute;

detecting an advertising tag associated with a game object that is presented to a game player, wherein the advertising tag defines criteria for an advertisement to be associated with the game object;

determining, by the game client system, if an advertisement attribute of a stored advertisement matches one or more criteria defined by the detected advertising tag~~[[;]]~~ , and if it is determined that an advertisement attribute of a stored advertisement matches one or more criteria defined by the advertising tag, inserting the content of the matching advertisement into the video game by presenting the content as part of the game object; and

receiving additional data continually over the network connection to the advertising server during a remaining duration of time the gaming code is executing and the game is being played, the additional data including at least one additional advertisement.

27. (Previously presented) The method of Claim 26, wherein a criterion defined by the advertising tag defines a desired age group, and wherein an advertisement is inserted into the video game in response to an age group attribute of the advertisement being within the desired age group criterion of the advertising tag.

28. (Previously presented) The method of Claim 26, wherein a criterion defined by the advertising tag defines a genre which indicates a desired subject matter for the advertisement, and wherein an advertisement is inserted into the video game if a genre attribute of the advertisement matches the genre criterion of the advertising tag.

29. (Previously presented) The method of Claim 26, wherein a criterion defined by the advertising tag defines a type which indicates a desired format for the content of the advertisement, and wherein an advertisement is inserted into the video game if a type attribute of the advertisement matches the type criteria of the advertising tag.

30. (Previously presented) The method of Claim 29, wherein the desired format is one of the group consisting of static images, animated images, program code, audio files, and video files.

31. (Previously presented) The method of Claim 26, wherein a criterion defined by the advertising tag defines scheduling information, and wherein an advertisement is inserted into the video game if a scheduling attribute of the advertisement matches the scheduling criterion of the advertising tag.

32. (Canceled)

33. (Previously presented) The method of Claim 26, further comprising:  
collecting quality data representing the manner and duration of the insertion of the content into the game as presented; and  
transmitting the quality data.

34. (Previously presented) The method of Claim 33, wherein the quality data comprises a measure of pixel-hours for which the content was presented.

35. (Currently amended) The method of Claim 33, wherein the quality data comprises a hit count, and wherein the hit count is calculated on the game console by:  
measuring a time for which and a screen size at which the content is presented; and  
incrementing the hit count if the time or screen size meet thresholds that are greater than zero.

36. (Currently amended) The method of Claim 26, further comprising, upon detecting that the game player has interacted with the presented content, modifying an interactive game behavior of a game object such that the game object will behave differently upon a subsequent interaction.

37. (Currently amended) A computer-based method for operating an ad server that delivers advertisements to a game client system, each advertisement having a content and at least one advertisement specification, the method comprising:  
under the control of instructions executed by the ad server:

establishing a communication link with the game client system that is running a video game;

receiving from the game client system a request for an advertisement, the request defining one or more desired criteria;

retrieving at least one advertisement having an advertisement specification that matches the one or more desired criteria; [[and]]

transmitting the at least one retrieved advertisement to the game client system over the communication link; and

continually transmitting data over the communication link until the game client system stops running the video game.

38. (Canceled)

39. (Previously presented) The method of Claim 36, further comprising receiving quality data from the game client system, the quality data representing the manner and duration of an insertion of the content of an advertisement into the game as presented.

40. (Currently amended) The method of Claim [[38]] 39, wherein the quality data comprises a measure of pixel-hours for which the content was presented.

41. (Currently amended) The method of Claim [[38]] 39, wherein the quality data comprises a hit count, and wherein the hit count is calculated on the game console by:

measuring a time for which and a screen size at which the content is presented; and

incrementing the hit count if the time or screen size meet thresholds that are greater than zero.

42. (Currently amended) A computer-readable storage medium having stored thereon instructions that, when executed by a processor in a game client system, cause the game client system to execute a method for dynamically incorporating advertisements into a video game defined by gaming code, the method comprising:

forming a communication link with a game server;

forming a communication link with an advertising server;

while the gaming code is executing and the video game is being played:

receiving over ~~[[a]]~~ the communication link with the advertising server and storing on the game client system at least one advertisement, each advertisement having a content and at least one advertisement specification;

detecting an advertising tag associated with a game object that is presented to a game player, wherein the advertising tag defines criteria for an advertisement to be associated with a game object;

determining if an advertisement specification of one of the received advertisements matches one or more criteria defined by the detected advertising tag~~[[;]]~~ , and if it is determined that an advertisement specification of a stored advertisement matches one or more criteria defined by the advertising tag, inserting the content of the matching advertisement into the game by presenting the content as part of the game object; and

continuing to receive data over the communication link with the advertising server until the gaming code is no longer executing and the video game is no longer being played.

43. (Currently amended) A computer-readable storage medium having stored thereon instructions that, when executed by a processor in an advertising server, cause the advertising server to execute a method for operating the ad server to deliver advertisements to a game client system, each advertisement having a content and at least one advertisement specification, the method comprising:

establishing a communication link with the game client system that is running a video game;

receiving from the game client system a request for an advertisement, the request defining one or more desired criteria;

retrieving at least one advertisement having an advertisement specification that matches the one or more of the desired criteria; and

continually transmitting the at least one retrieved advertisement to the game client system data over the communication link until the game client system stops running the video game, the data including the at least one retrieved advertisement.

44. (New) The method of Claim 26, wherein receiving additional data continually over the network connection to the advertising server includes receiving packets filled with nonvaluable data to maintain the continual receipt of additional data.